

Get The Person In Front Of You

In order to communicate with some one, you need some one in front of you who is there with you and paying attention to what is being said. That's what I mean by getting the person in front of you.

The individual you are speaking to has to be there, in present time with all his attention. Otherwise your communication will fail to communicate a message, and the prospect will not receive any new ideas, concepts or data from you.

Reasons why the prospect might not be in front of you with all his attention:

- Lack of time
- Attention on a problem or concern
- Hungry/thirsty
- Distracting noises or movement in the background
- Interruptions

Control is vital in closing the deal.

So control these above items as much as possible. So you can get the person in front of you!

- Make sure you set the meeting with the prospect when both he and you have enough time to go through the details.
- Make sure the prospect isn't expecting a call or have attention on something that is problematic or concerning in his life.
- Make sure you got some snacks and drinks.
- Make sure there are no distracting noises or movements in the background. Go to a calm environment, like a park or café or your office to do the sales interview.
- Make sure your phone is on silent mode, and ask the prospect to do the same (if it seems appropriate to ask), and close the door, put up a "do not disturb sign" (if needed).
- Make sure there is no interruptions to the flow of the meeting. Have paper, pen, demo videos, informational documents, laptop with you so you never have to leave to get something during the sales interview.

If the prospect is soo worried about something, like leaving the oven on that you cant get the prospect to focus. Feel free to reschedule, and allow the prospect to rush home and check the oven.

Not only will this will get the prospect to better focus next time, it will also make you look like gentleman/gentlewoman and increase rapport, trust and likelihood of a sale on the next interaction.

With these given tips and tricks, you will increase your success rate at selling, and allow you to use your time much more effectively, leading to higher productivity.

Good luck!